



#6

DELL CONFIDENTIAL

**DC-02117**

Received: September 24, 1999

**INVENTION DISCLOSURE FORM**

(Rev. 7/29/1999)

**INSTRUCTIONS:**

- Make sure all blanks in the form are completely filled out. Incomplete forms will not be processed.
- Please refer to actual calendar dates, not Dell Fiscal Year dates.
- Have all inventors electronically "sign" the form at the end by simply typing in the name and date in the pertinent blanks at the end of the form (no pen or pencil necessary).
- Have two (2) witnesses "sign" in the same fashion.
- Keep the overall disclosure size reasonably small so it is suitable for electronic transmission; when submitting drawings or photos with the disclosure please import them from .JPG files, which use compression internally.
- Send completed disclosure in Word format via e-mail to Benjamin Solomon at Dell Legal.

**IMPORTANT!** - If you know for a fact that your idea was embodied in a product offered for sale more than a year ago, then please tell us now; otherwise you will have to refund your invention award to the company at a later date.

\*\*\*\*\* (please do not modify the document above this line) \*\*\*\*\*

**INVENTION TITLE:**

(Brief and descriptive) Method and system for optimizing Dell's online auctions

**RECEIVED**

**JUL 24 2002**

**INVENTORS:**

(Must be filled out completely)

**GROUP 3600**

1st Inventor Full Legal Name: <u>Rose King Davis</u>		Employee No.: <u>9132</u>	
Cost Center: <u>1103-50032</u>	SSN: <u>452-53-1115</u>	Phone Ext.: <u>728-9696</u>	Bldg.: <u>CP-1</u>
Home Address: <u>712 Furlong Drive</u>		City: <u>Austin</u>	State: <u>TX</u> ZIP: <u>78746</u>
Home Phone: <u>512-306-1139</u>			
Are you a Citizen of the U.S.? <u>Yes</u>		If no, of which country are you a citizen?	
Reporting Director: <u>John Zoglin</u>		Department: <u>Online Technology Team</u>	
Reporting VP: <u>Richard Owen (Dell Online)</u>		<input checked="" type="checkbox"/>	
<input type="checkbox"/> Check here if inventor is non-Dell			

1st Inventor Full Legal Name: <u>Elizabeth Rusteberg Hainley</u>		Employee No.: <u>18945</u>	
Cost Center: <u>1103-30009</u>	SSN: <u>632-05-9073</u>	Phone Ext.: <u>728-6799</u>	Bldg.: <u>CP-1</u>
Home Address: <u>712 Furlong Drive</u>		City: <u>Austin</u>	State: <u>TX</u> ZIP: <u>78746</u>
Home Phone: <u>512-219-6214</u>			
Are you a Citizen of the U.S.? <u>Yes</u>		If no, of which country are you a citizen?	
Reporting Director: <u>Bob Langer</u>		Department: <u>Online New Ventures</u>	
Reporting VP: <u>Richard Owen (Dell Online)</u>		<input checked="" type="checkbox"/>	
<input type="checkbox"/> Check here if inventor is non-Dell			

*(Copy above for each additional inventor, changing 1<sup>st</sup> Inventor to 2<sup>nd</sup> Inventor, etc.)*

DEVELOPMENT PARTNER/CONSULTANT:

Was the invention developed in conjunction with a development partner or consultant that contributed to the invention? Y x N If YES, please list here: \_\_\_\_\_

DOCUMENTATION

Date of conception: 6/99

Invention first described in: this disclosure form

Additional/detailed description in: none

FIRST DISCLOSURE, USE OR OFFER OF SALE OF THE INVENTION

*PLEASE DO NOT SKIP THIS PART. This information is used to determine Dell's legal rights in the invention.*

Has the invention been disclosed outside of Dell? x Y N

If YES, to whom was this disclosure made? Yes, FairMarket, a partner running Dell's Auction Site

Was this disclosure made under a non-disclosure agreement (NDA)? x Y N

IF YES, date of NDA 4/13/99

Planned date of first offer of sale of product using the invention: TBD (if sale has not already occurred)

Actual date of first offer of sale of product using the invention: TBD (if sale has already occurred)

Date of first production use of the invention or ship date: TBD

INDUSTRY STANDARDS / STANDARDS COMMITTEES

Does this invention relate to or incorporate any industry standards? Y x N

If YES,

1) Which standard? \_\_\_\_\_

2) Name of industry standards committee \_\_\_\_\_

3) Is Dell a member of that standards committee? Y N

4) Name of Dell's representative to the standards committee: \_\_\_\_\_

LINE OF BUSINESS:

Please select the business line to which your invention is *MOST CLOSELY RELATED*

If you do not know to which business line your invention is most related, please select the line of business to which you belong.

- ☐ Dimension
- ☐ Optiplex
- ☐ Inspiron
- ☐ Latitude
- ☐ Servers
- ☐ Workstations
- ☐ Webster
- ☐ Storage
- ☒ Dell On-Line
- ☐ Software
- ☐ Manufacturing
- ☐ Other

(Please explain) \_\_\_\_\_

Code name of Dell Product in which invention is or will be incorporated: \_\_\_\_\_

## COMPLETE WRITTEN DESCRIPTION OF INVENTION:

*Prepare a written description of your invention using the outline below. Just fill in the blank after each topic. Adjust the amount of space for each topic as needed. Be sure to include any sketches, diagrams, flow charts, drawings, prints, etc. which will aid in understanding the invention.*

### a) THE PROBLEM;

Enable customers to sell a used Dell system on the dellauction site by entering the system's service tag and having dellauction use that service tag to pull up the system configuration, thus sparing the user from having to figure out what components are in his/her system. The broad idea is having the auction house hold some product info, rather than the lister being solely responsible for product info.

Where we are today: through Dell's service and support site

<http://support.dell.com/support/yourdell.asp> the user can enter a service tag and get a listing of components in that system. See Appendix A at the bottom of this disclosure for a sample. The next step, a fairly small technical step, is to marry this existing online capability with the dellauction site. This work is on the Service and Support Technology roadmap.

Once we have this type of database integrated with the dellauction site, we can marry it with new system data to enable customers to consider reusing some components in their current Dell system when selecting their new Dell system. This enables the customer to optimize the total value of the old and new systems by computing how removing components from old system affects the average dellauction resell price of old system.

### b) THE PRIOR METHODS/APPARATUS USED TO SOLVE THE PROBLEM;

None.

### c) YOUR PROPOSAL TO SOLVE THE PROBLEM; AND

Marry existing online capability to retrieve system configuration based on service tag with the dellauction site, then create "sell old system/buy new system" tool which compliments dellauction.com and dell.com sites.

Summary of "sell old system/buy new system" tool:

- 1) Prompt the customer to enter service tag of their existing Dell system. The tool generates a list of components in customer's system when it shipped, based on the service tag.
- 2) Allow customer to optionally enter after-market component additions.
- 3) Prompt the customer to select a few new systems from dell.com which the customer is considering buying. Or use other front end to enable the tool to determine what class of new system the customer is considering.
- 4) Determine which components in the customer's old system can be used in at least one new system in the class of systems the customer is considering buying. For example, if the DVD player from customer's old laptop fits into the form factor of at least one new laptop in the class of laptops the customer is considering, then include the DVD player in the list of reusable components.
- 5) Display reusable components, and prompt the user to rank the reusable components based on what the user would like to have in the new system. For example, if the old system has a reusable DVD player, but there's a newer media-player on the market that user prefers to have in the new system, the user would rank the DVD low. The user would highly rank reusable RAM if the user wants to heavily load the new system with RAM.
- 6) Suggest new systems which enables reusability of highly ranked old components.
- 7) Display how removing each reusable component reduces the current auction price of the old system, based on recent average dellauction sales prices.
- 8) Compute maximum customer value, a function of sales price of old system with various components removed, and purchase price of new system with various components reused or purchased new. Present used and new system configurations which maximize value and prompt customer to finalize new system configuration and place order.

There are several physical world extensions to this online tool, which Dell may elect to offer later via a third-party partner. For example, a service which installs the old components into the new system, tests both old and new systems, and handles warehousing and delivery of the systems. The tool and supporting physical-world services could increase the probability that customers replace their Dell systems with new Dell systems rather than competing brands.

DECLARATION:

The invention described in this invention disclosure is submitted pursuant to my Employment Agreement with Dell Computer Corporation.

SIGNATURES OF INVENTORS:

Inventor(s), please sign your full name(s) and enter the date below:

(1) Rose K. Davis Date: 9/24/99

(2) Elizabeth Rusteberg Hainley Date: 9/24/99

*(If there are more than 2 inventors, please add more signature lines as appropriate.)*

DECLARATIONS BY AND SIGNATURES OF TWO WITNESSES:

Witnesses, please sign and date below:

WITNESS 1

This invention was first explained to the undersigned by the inventor(s) on the 24th day of Sept, 199 9 / 200    I understood the explanation given by the inventor(s).

Kenneth C. Henson Date: 9/24/99  
Signature of Witness 1

WITNESS 2

This invention was first explained to the undersigned by the inventor(s) on the 24th day of Sept, 199 9 / 200    I understood the explanation given by the inventor(s).

Doug Sylvester Date: 9/24/99  
Signature of Witness 2